

# DEADLY PERSUASION: ADVERTISING AND ADDICTION

FEATURING  
**DR. JEAN KILBOURNE**

Registration fee: \$40 per person

\*discounted fee of \$20 per person available for  
the first 200 registrants  
(free registration available for DOE personnel  
and MADD-Hawaii volunteers)

Register by: April 11, 2006

Renaissance Ilikai Waikiki Hotel  
Pacific Ballroom  
April 19, 2006

## Tentative Agenda

8:00 - 9:00 a.m.	Registration & Continental Breakfast
9:00 - 12:00 noon	Presentation by Dr. Jean Kilbourne
12:00 - 1:00 p.m.	Lunch
1:00 - 2:00 p.m.	Media Literacy Panel with Dr. Kilbourne
	Panel presenters:
	• Tom Brislin, Ph.D., Academy for Creative Media, University of Hawaii at Manoa
	• Subashini Ganesan, Pukalani, Maui
	• Jody Shiroma Perreira, Sassy/G Magazine
	• Representative from an Advertising/Public Relations Agency
2:00 p.m.	Adjournment

**Dr. Jean Kilbourne** is an internationally recognized author, lecturer, and pioneering media critic. With the incisive wit and irony that have delighted and enlightened her audiences for years, Dr. Kilbourne will examine the selling of alcohol,

tobacco, diet products and other drugs. She will also explore the relationship between addiction and gender stereotypes and expose advertising's assault on self-image. In addition, she will discuss the kinds of public policy measures and educational strategies (nationally and locally) that are necessary to bring about real change. We guarantee that you will never look at ads in the same way again.

## DEADLY PERSUASION: ADVERTISING AND ADDICTION REGISTRATION FORM

(one per person, please print)

Name	_____	Title	_____
Organization	_____	Telephone	_____
Address	_____	City, State, Zip	_____

**Registration fee:** \$40.00 per person; **discounted fee of \$20.00 per person for the first 200 registrants** is made possible through the Department of Health, Alcohol and Drug Abuse Division (free registration available for DOE personnel and MADD-Hawaii volunteers)

- ☐ Check payable to Department of the Attorney General
- ☐ Purchase Order # \_\_\_\_\_ (purchase order must be signed and attached)
- ☐ Department of Education free registration fee scholarship (you will be notified by phone regarding scholarship status)
- ☐ MADD-Hawaii free registration fee scholarship (you will be notified by phone regarding scholarship status)

Mail completed registration form and payment to:

Department of the Attorney General / CPJAD  
235 South Beretania Street, Suite 401  
Honolulu, HI 96813  
fax number: 808-586-1373

**Registration Fee.** Regular \$40.00 per person; **discounted fee of \$20.00 per person for the first 200 registrants** is made possible through assistance from the Department of Health, Alcohol and Drug Abuse Division.

**Department of Education Personnel and MADD-Hawaii Volunteers.** Scholarships are available for Department of Education personnel and MADD-Hawaii volunteers. If you would like a free registration fee scholarship, please check the appropriate box on the registration form.

Registration fee includes continental breakfast, lunch, and workshop materials. Registration will be accepted on a first-come, first-served basis. SEATING IS LIMITED.

**Workshop Audience.** Tobacco/alcohol/drug prevention and treatment specialists, educators (principals, counselors, peer educators, resource teachers, administrators, etc.), parents and other adults who work with teens, and health professionals.

**Continuing Education for Certified Health Education Specialists.** Certificate of attendance will be provided to attendees with Category II CECH Claim Forms for CHES contact hours.

**Continuing Education for Certified Substance Abuse Counselors.** Approval has been granted by ADAD for Certified Substance Abuse Counselor participants to be awarded contact hours.

**Sponsored by:**

- Coalition for a Drug-Free Hawaii
- Department of the Attorney General, Crime Prevention and Justice Assistance Division
- Department of Education's Safe and Drug-Free Schools and Communities Program
- Department of Health, Alcohol and Drug Abuse Division
- Department of Health, Tobacco Prevention and Education Program
- Hawaii Girls Project
- Mothers Against Drunk Driving Hawaii
- Office of Youth Services

**Validated Parking.** Available at the Renaissance Ilikai Waikiki Hotel parking garage at \$3.00 per entry/exit.

**Cancellation/Refund Policy.** To receive a refund, cancellation must be received in writing by the Department of the Attorney General no later than April 13, 2006. Sorry, but no exceptions will be permitted. Those registering by purchase order will be billed even if they do not attend unless written notification of withdrawal is received by April 13, 2006.

**Accessibility Assistance.** If you would like assistance due to a mobility, hearing or sight impairment, please contact Valerie Mariano, Department of the Attorney General, at 586-1444 by April 10, 2006.

**For more information.** Contact Valerie Mariano, Department of the Attorney General, 586-1444., Oahu 586-1444, Hawaii 974-4000 ext. 6-1444, Kauai 264-3141 ext. 6-1444, Maui 984-2400 ext. 6-1444, Molokai/Lanai 1-800-468-4644 ext. 6-1444. TDD (text telephone for people with hearing or speech disabilities) Oahu: 586-1298 TDD Neighbor Islands: 1-877-586-1298